

Data Informed Outreach Messaging- Statewide Vaccination Messaging Research/Survey Initial Results

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The Power of Partnership

- The American COVID-19 Vaccine Poll is a national effort led by the African American Research Collaborative and The Commonwealth Fund which resulted in over 12,000 completed surveys to draw from.
- The W.K. Kellogg Foundation supported a New Mexico oversample to ensure no less than 2,000 surveys from the state, and has helped several partner organizations use the data to inform their outreach efforts.
- This has included the Department of Health who have worked closely with our team on messaging throughout the pandemic.

Survey Methodology

- This survey provides data to create evidenced-based strategies to improve outreach efforts to New Mexico's population who are hesitant to become vaccinated or who have faced challenges with the process. As you will see today however, we also have content on discrimination experiences and economic stress associated with the pandemic.
- The database includes 2,147 adults in New Mexico and was fielded from May 7 to June 7, 2021. The large sample size allows for exploration of variation across key sub-groups.
- We used a combination of telephone (cell and landline) and online interviews, with text messages to recruit respondents to take the survey on-line.
- Survey available in English, Spanish, Chinese, Korean and Vietnamese

Existing Resources and Goals for Today

- We will focus our time with you today walking through some of the main findings from the survey.
- We want to emphasize that there are a lot of resources available for you at our webpage:
 - Reports summarizing content from the survey and the overall results (Toplines)
 - An earlier version of this deck is available on the [webpage](#) later and a second report focused on some of the content we share with you today.
 - There is also an interactive webpage featuring the NM data available at:

<https://covidvaccinepoll.com/app/aarc/covid-19-vaccine-messaging/#/?nm=true>

Vaccination Hesitancy Among Non-Vaccinated Population

Vaccination Hesitancy Among Non-Vaccinated Population

“I do not plan to get a vaccine” 36% overall across the population in the state with some higher rates among specific sub-groups:

- 38% Among uninsured (must stress do not have to have insurance)
- 46% among those 50-64
- 51% among Republicans (we have strategies for this specific group)
- 42% in “small towns” and 60% in rural areas of the state.
- 38% among White New Mexicans which is higher than all other racial groups.
- **28% among young adults (those under 30)**

Most New Mexicans (45%) prefer to receive the vaccine in their doctor's office, and particularly those who are somewhat and highly resistant to a vaccine, republicans, and rural residents.

Will a One Dose Option Help Get Hesitant Over the Finish Line?

We find that **37%** of those who are not vaccinated say yes they would be more likely to get a COVID-19 vaccine if they could only get one vaccine that did not require a second dose a few weeks after the first.

Top supporters:

- 41% among those under 30
- 40% among parents
- 58% among those living in suburban areas
- 59% among immigrants/foreign born

Messages and Messengers

Messages and Messengers

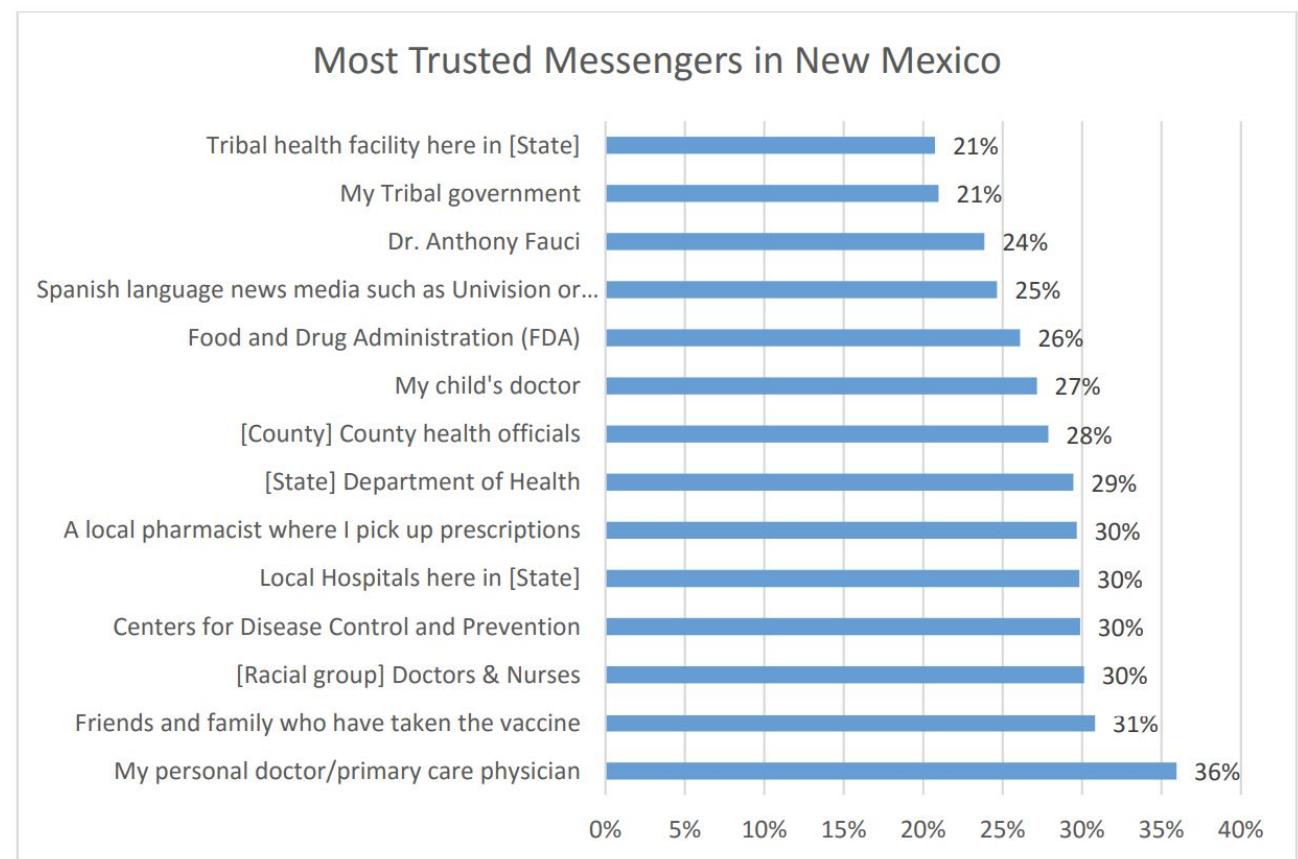
- “**Getting a COVID-19 vaccine can protect the lives of my family, friends, and those I love**” was a particularly strong message across sub-groups in the state, and especially among racial and ethnic minorities.
- **Opening businesses** is also meaningful for racial and ethnic minorities (especially Native Americans and Hispanics) in the state, especially when the message references that businesses owned by their racial or ethnic group will benefit.
- Being that immigrants, Hispanic, Asian American/Pacific Islanders and people between the ages of 18-29 are concerned about the use of their **private and personal information** (either for immigration purposes or other) messaging themes directly addressing this fear resonated with these sub-groups.
- New Mexicans identified their own doctor or primary care physician as their most trusted messenger overall. Medical professionals (both doctor and nurses) are also strong performing messengers overall for promoting the vaccine. Friends and Family who have taken the vaccine also show to be highly trusted messengers.

Most Effective Messages by Geography

- **Urban Residents** – Stressing that “the COVID-19 vaccine is free.”
- **Suburban Residents/GOP**: “Even though I am healthy, getting vaccinated will allow me to see loved ones who are older or more vulnerable. The best way to protect the elders in our community is to get vaccinated and encourage others to do the same.”
- **Small Towns**: “Even though I am healthy, getting vaccinated will allow me to see loved ones who are older or more vulnerable. The best way to protect the elders in our community is to get vaccinated and encourage others to do the same.”
- **Rural Counties**: “Getting a vaccine will help open up [Respondent’s racial group for minorities] owned businesses here in New Mexico and help the economy in our community rebound quickly.”

Messengers

- Like messaging themes mentioned previously, messenger categories test better among racial and ethnic minorities when referencing that the doctors are from the respondent's own racial or ethnic group



Note: Respondents were asked the following question: On a scale of 0 to 10, with 0 meaning you do not trust at all and 10 meaning you totally trust, how much would you trust each of the following if they participated in a campaign to encourage Americans to get the vaccine. The percentage above provides the percentage who identified the messenger as one of their highest on the scale.

Young Adults and the COVID-19 Vaccine

Young Adults and the Vaccine

- **Less likely to have been vaccinated** at the time of interview (40%) than all other age-groups.
- Of those unvaccinated young adults, **36%** of 18-29 year old New Mexicans are either not planning to get the vaccine or are unsure
- Hesitancy among this group is driven by a combination of **ideological and information barriers**.
 - Only 48% of this subgroup know how to get the vaccine in their community, lower than all other age-groups.
 - 18-29 are more likely than older New Mexicans to report that they are having (41%) arguments with family or close friends about whether someone should get the COVID-19 vaccine

Targeted Outreach For Young Adults

- Most significant challenges to vaccination of young adults:
 - perceived **cost** of the vaccine
 - perception that unemployed New Mexicans cannot get a vaccine
 - not being able to get a vaccine during the typical business day
- Most trusted messengers for this subgroup:
 - Doctors/Medical Professionals (higher trust in personal doctors)
 - Friends and family who have taken the vaccine
 - Civil rights organizations from their community

Targeted Outreach For Young Adults

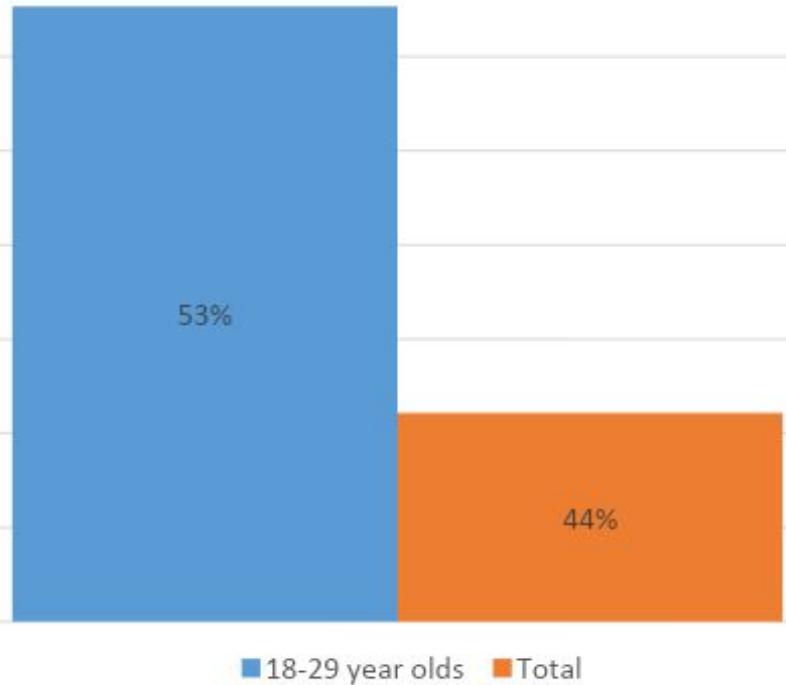
- Most impactful messaging themes:
 - **PRIVACY:** Federal Law requires that any personal information that you share when signing up for the vaccine is anonymous and must be secure. Your information will be kept safe and cannot be shared
 - **TRUST IN HEALTHCARE WORKERS:** I may not always believe the government, but our nurses, doctors, and healthcare experts all agree the COVID-19 vaccine is safe and effective
 - **LOVED ONES:** Even though I am healthy, getting vaccinated will allow me to see loved ones who are older or more vulnerable. The best way to protect the elders in our community is to get vaccinated and encourage others to do the same

Young Adults and the Vaccine

- Incentives are particularly effective among young adults, as a greater percentage of this age group indicate that an incentive would increase their desire to get a vaccine than for all other age groups.
- 51% of young adults (Compared to 31% overall) say that a \$100 incentive would increase their desire to get vaccinated.
- The impact of a vaccine incentive remains high even for a relatively small incentive of \$25.00 for this group of New Mexicans.

Employer Request for Vaccination Powerful for Young Adults

If your employer requests that you take the COVID-19 vaccine, will you take it?



53% of New Mexicans under the age of 30 indicate that they would get vaccinated if their employer requests that they do so. This is higher than for all other age-groups

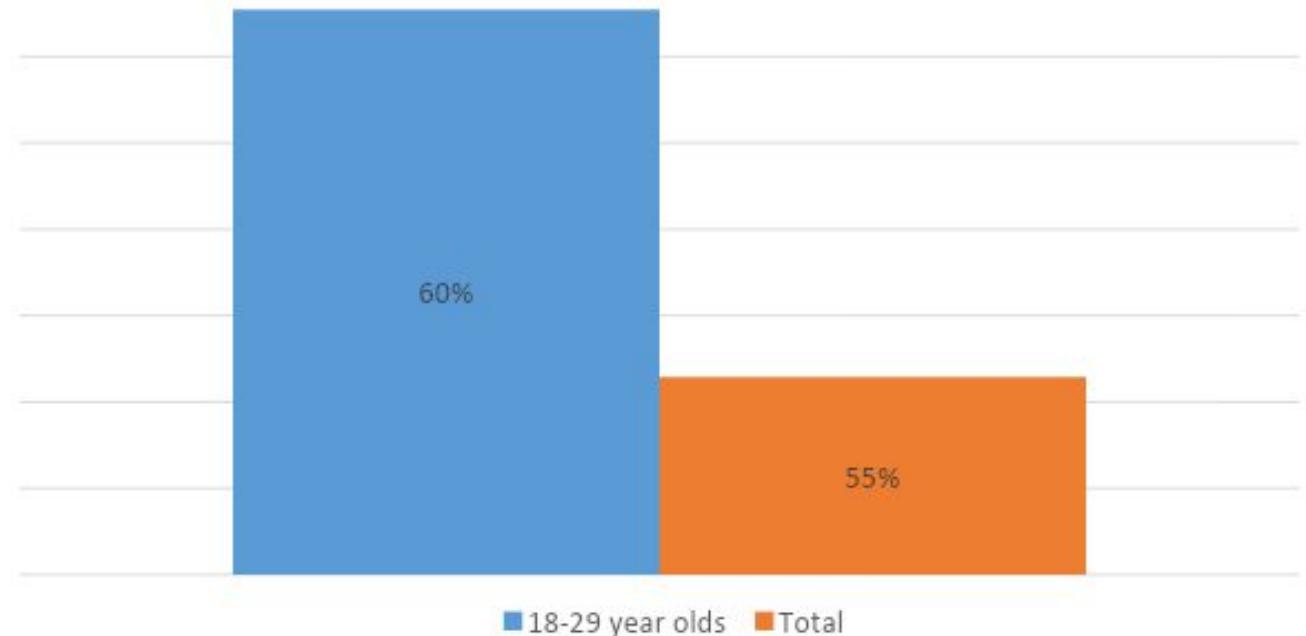
44% of all New Mexicans who are not yet vaccinated report that they would get a vaccine if their employer requested this. One in five of respondents who are ideologically resistant to the vaccine would do so as well.

University/College Requirement

60% of young adults who are enrolled in college indicate that they will get vaccinated if their college or university requires that they do so

55% of New Mexicans currently enrolled in a college or university would become fully vaccinated if their institution required that they do so. 37% of students who are ideologically resistant to the vaccine would do so as well.

If your college or university requires the COVID-19 vaccine, will you take it?



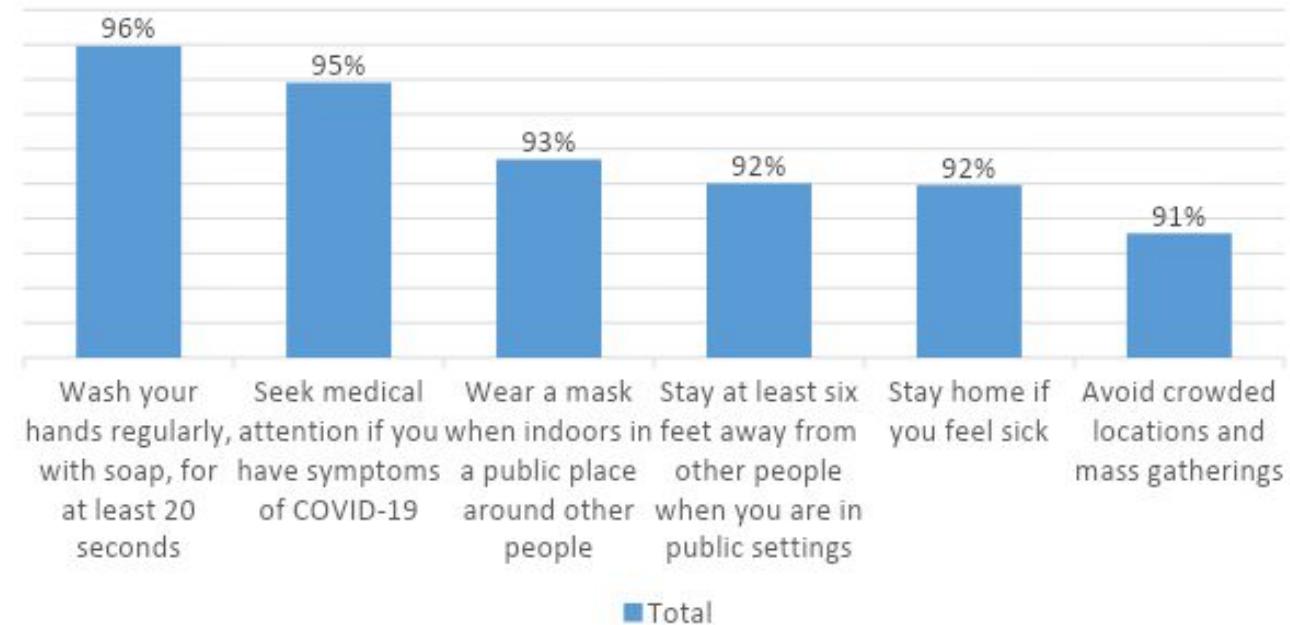
Insights Regarding Next Phase of Vaccination Efforts

Annual vaccination and vaccination of children

Protocol Behavior

- Most New Mexico respondents plan to remain disciplined and follow safety practices to prevent the spread of COVID-19.

(Q13) Over the next month, do you plan to follow, or not follow these practices – Presenting New Mexicans that answered “Yes”



Attitude towards Annual Vaccinations

- **85% of Democrats** are willing to take the updated vaccine while 70% of Republicans are willing to take the updated vaccine.
- Similarly, 54% of Democrats compared to 40% of Republicans are willing to get a combination of COVID-Flu vaccine. 56% of Urban New Mexicans compared to 39% of New Mexicans are also willing to receive a combination vaccine.

Willingness to take an updated annual COVID-19

Vaccine – By partisanship



Definitely/Might take an updated COVID-19 vaccine (Total)

■ Democrat ■ Republican ■ Independent/other ■ Total

Willingness to take a combination COVID-FLU shot annually – By Partisanship



Yes

Don't know/unsure

■ Total ■ Democrat ■ Republican ■ Independent/other

Attitude Towards Annual Vaccinations

- 77% of respondents indicated that they would either definitely (44%) or might take the COVID-19 Vaccine on an annual basis.
 - Reflecting partisanship's impact on vaccination attitudes more broadly, 85% of Democrats are willing to take the updated vaccine while 70% of Republicans are willing to take the updated vaccine.
- 46% of New Mexicans are willing to get a combination of COVID-Flu vaccine.
 - Reflecting gap based on where New Mexicans live, 56% of Urban New Mexicans compared to 39% of New Mexicans from rural areas of the state are also willing to receive a combination vaccine.

Understanding vaccination rates

- Among those who are reluctant to get a second dose, the most common reason provided was the perception that “**one shot was good enough**”. There may be need to provide messaging that stresses the improved protection against the virus that comes with the second dose.
- The demand for the Johnson and Johnson vaccine will be lower than for the other vaccines, particularly among African Americans who, according to the survey, have the highest levels of concern nationally and in New Mexico.
- 10% of New Mexicans reported they are busy during the current hours of operation for vaccine cites. **17% of parents and primary caregivers** also cited this as an obstacle to accessing the vaccine.
- New Mexicans who took the survey in a **language** other than English were almost twice as likely to report challenges with registration.

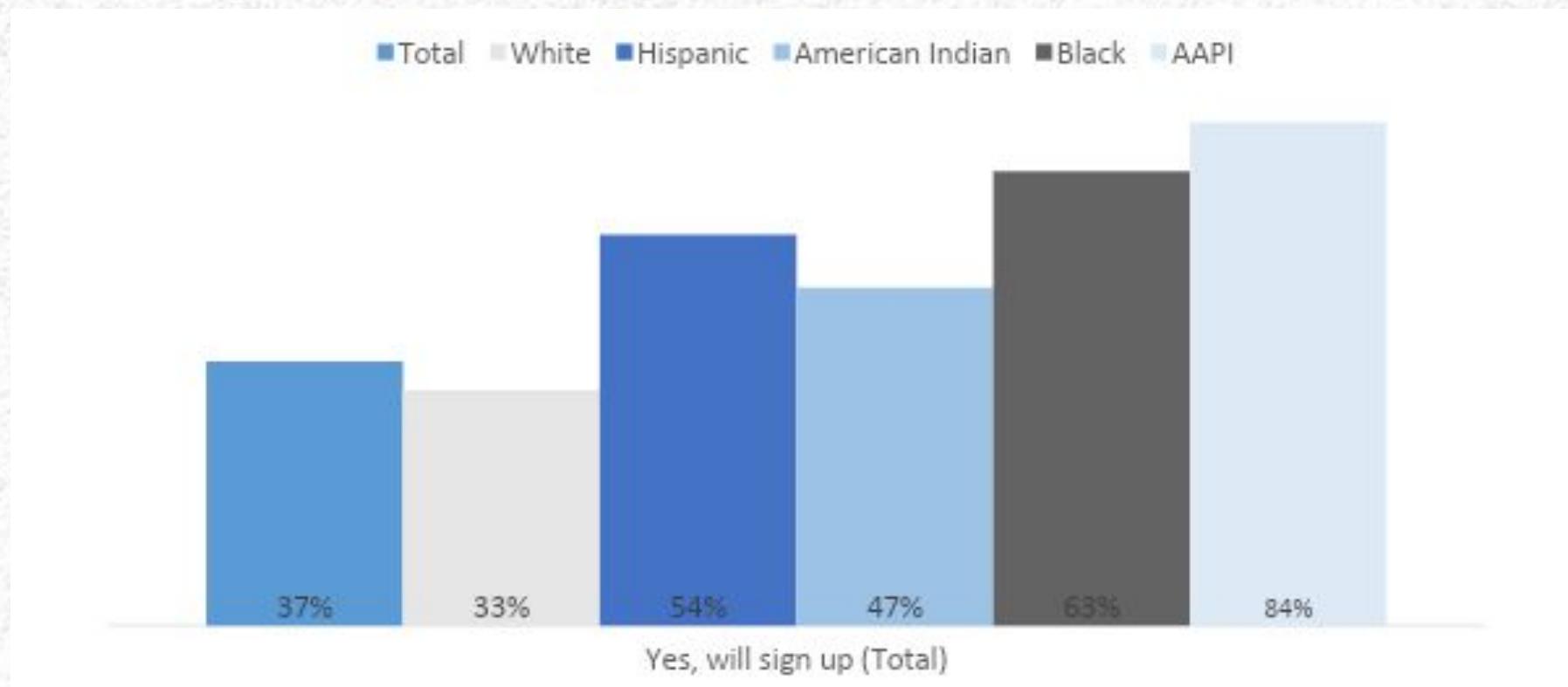
Understanding vaccination rates

- 78% percentage of Hispanic and Asian American/Pacific Islanders in the state speak a **language** other than English in their home, and many consume COVID-19 information in that language. This indicates a need to continue to provide outreach efforts in multiple languages and provide translation.
- 44% of all New Mexicans who are not yet vaccinated report that they would get a vaccine **if their employer requested this**. One in five of respondents who are ideologically resistant to the vaccine would do so as well.
- 55% of New Mexicans currently enrolled in a college or university would become fully vaccinated **if their institution required** that they do so. 37% of students who are ideologically resistant to the vaccine would do so as well.
- Using **gift amounts** of \$25-\$500 are also effective incentives especially for residents under the age of 30, urban residents, and those with lower incomes but incentives are not nearly as effective interventions for the toughest targets, such as rural residents of the state and those highly hesitant to get a vaccine.

Children, Parents/Caregivers and the COVID-19 Vaccine

Parent's Attitudes About Vaccinating Children

- As vaccines become available for those under age 18, do you plan to sign your child/ children up for the vaccine?
(Among parents or primary caregivers of child 18 years of age or younger) - % YES Presented below

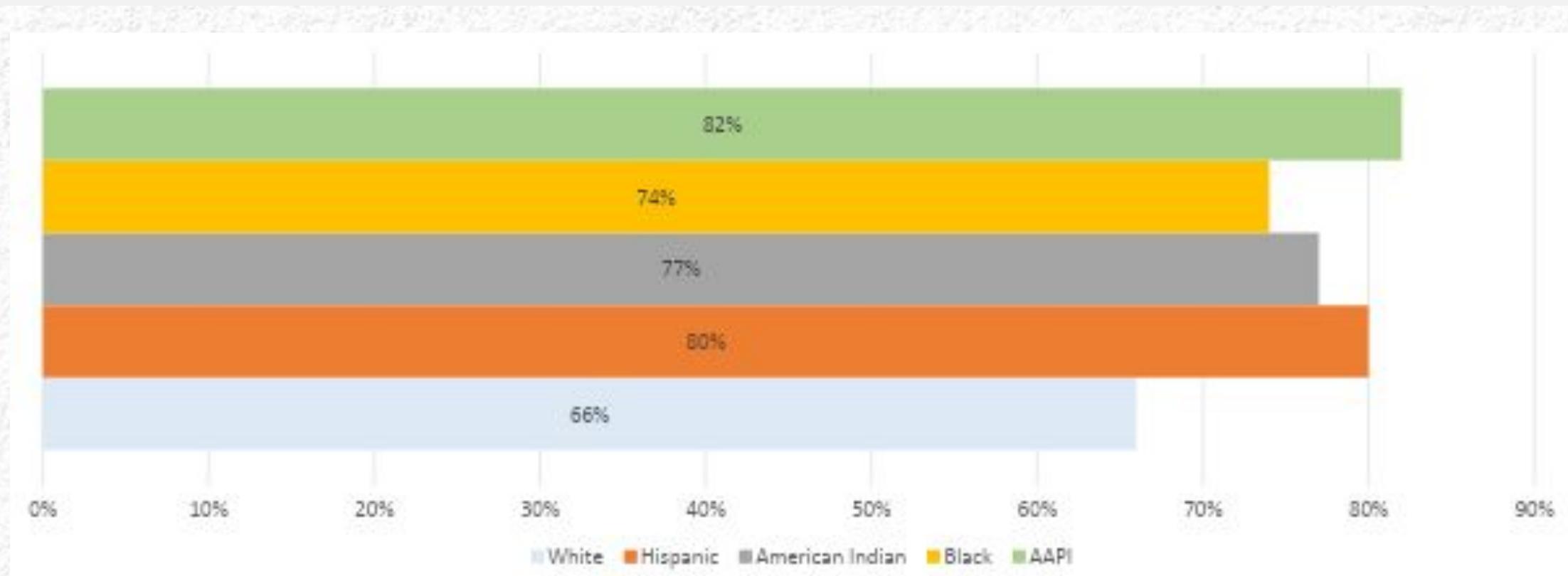


Top Reasons for Hesitancy For Children's Vaccination Among Parents

- The top reason why parents are hesitant about child vaccines is because they believe there has not been enough research done with children to ensure the vaccine is safe for them(67%).
- 39% are concerned about the side effects the vaccine may have on my child.
- 34% do not believe in vaccinating children.
- 30% think a COVID-19 vaccine might cause lasting health problems for my child

Mandatory Vaccinations for Schools

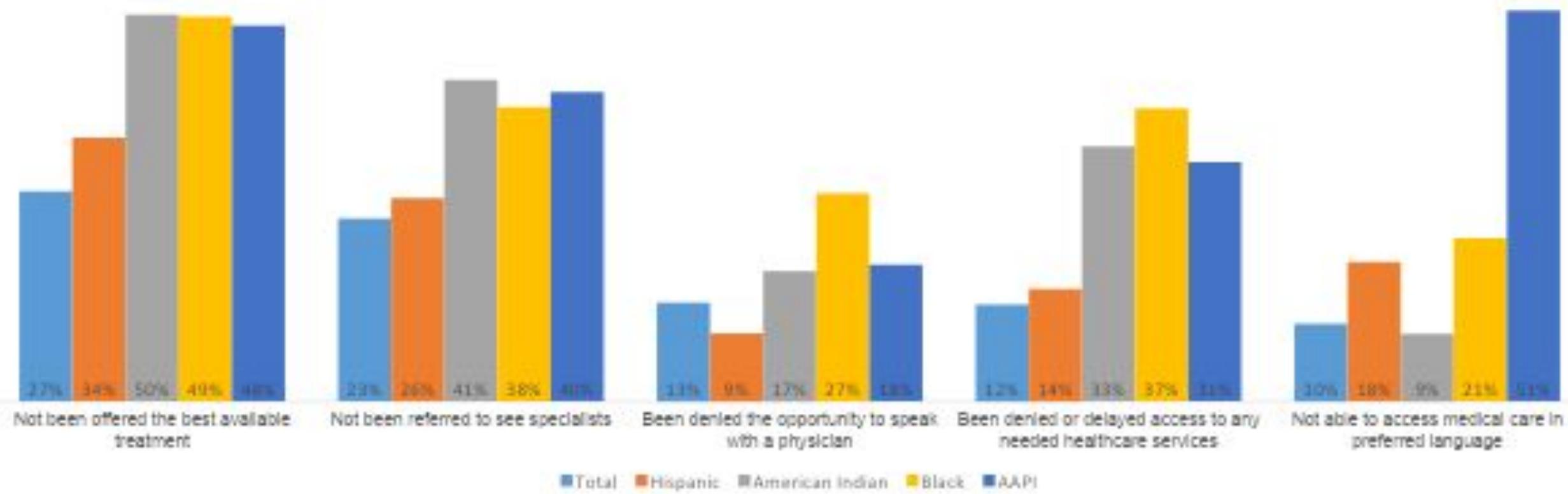
Would you support or oppose requiring all teachers and school staff (except those with a medical exemption) to get a COVID-19 vaccine before fully opening schools next academic year? – Presenting New Mexican respondents that said “yes”



Discrimination Experiences

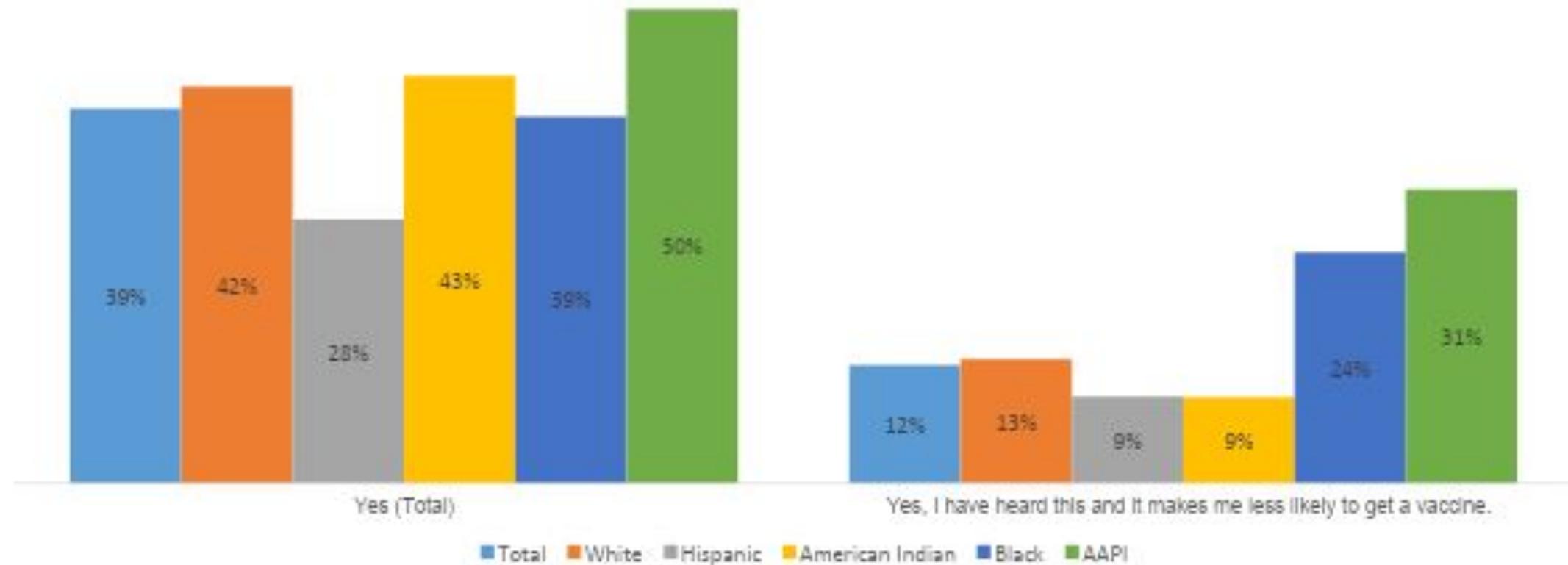
Experiences with health-based discrimination

Q12: Think about your past experiences with the medical profession. Do you believe that you or anyone living in your household has had any of the following happen because of their race, ethnicity, or language?



Experiences with Health-based Discrimination

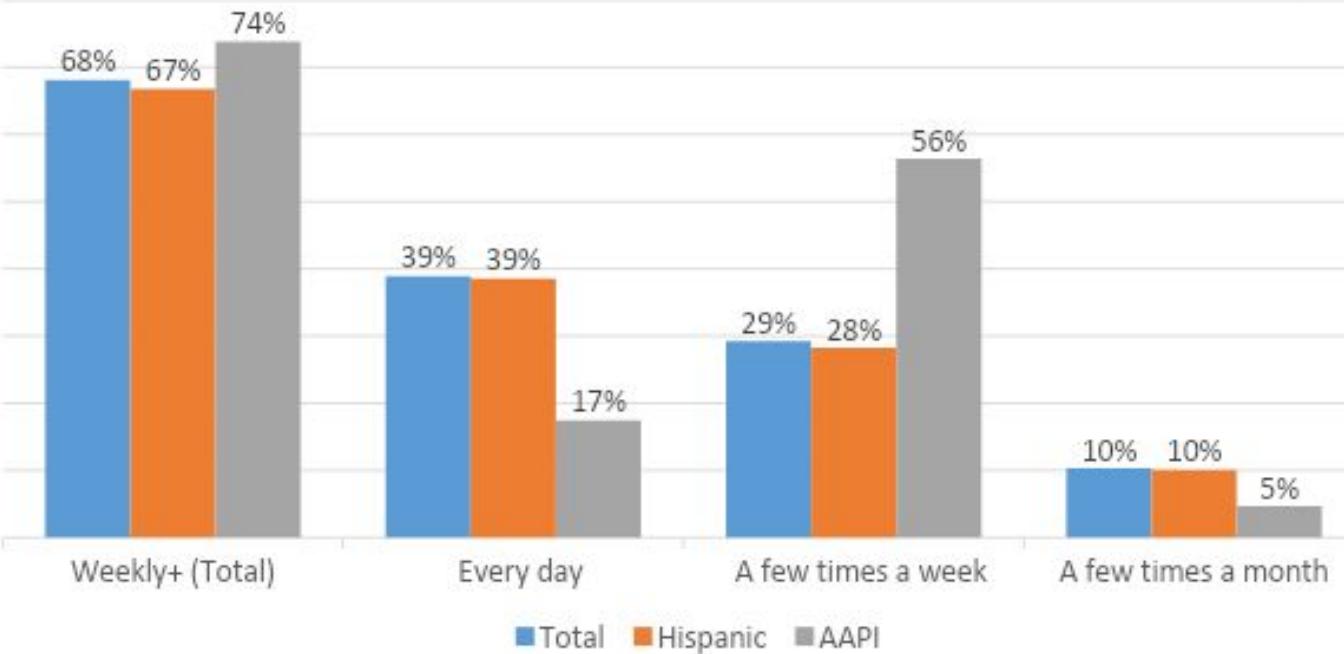
[Racial group] people face discrimination from medical professionals which makes it hard to trust that the COVID-19 vaccines are safe and effective for me and others from my community.



Language barriers

78% percentage of Hispanic and Asian American/Pacific Islanders in the state speak a **language** other than English in their home, and many consume COVID-19 information in that language. This indicates a need to continue to provide outreach efforts in multiple languages and provide translation.

"How often do you use or rely on tv, radio, or online sources in [Spanish / another language]?" – Asked of Hispanics, Asian Americans or Pacific Islanders



Thank you and contact us for
questions/suggestions

- Gabe Sanchez, PhD. – sanchezg@unm.edu
- Shannon Sanchez-Youngman, PhD – santerry@unm.edu
- Betzaira Mayorga-Calleros- bmayorga@unm.edu

Total Statements New Mexican Respondents have heard and reacted less likely to get the vaccine as a result

34%	The Johnson and Johnson COVID-19 vaccine is dangerous and can create blood clots
27%	All the COVID-19 vaccines can create blood clots in those who take them
25%	COVID-19 vaccines can give you COVID-19 and make you sick
23%	The Biden administration is pushing out COVID-19 vaccines to the public too quickly without proving their safety
20%	The severity of COVID-19 has been exaggerated by the Biden administration and the media who want everyone to get vaccinated for political reasons
20%	Private information must be shared with the government to sign up for a COVID-19 vaccine and they will use it to monitor us
20%	Because of the nation's unethical medical experiments on African Americans, including the infamous Tuskegee syphilis experiments, we cannot trust the COVID-19 vaccine to be safe for our community.
19%	New strands of the virus are emerging that will make the COVID-19 vaccines ineffective
19%	The COVID-19 vaccines are really intended to help pharmaceutical companies make a lot of money.
19%	The COVID-19 vaccine can cause infertility, meaning you cannot have children
19%	Taking a COVID-19 vaccine could change my cells, DNA, or genes
18%	COVID-19 vaccines can cause unforeseen problems in children
18%	The Trump administration pushed COVID-19 vaccines to approval too quickly without proving their safety
17%	The COVID-19 vaccine is connected to a microchipping program to allow the government to track us
17%	The COVID-19 vaccines were not tested thoroughly with [racial group] people
17%	People like me are not likely to get very sick or die from COVID-19
14%	The COVID-19 vaccines were developed using fetal cells
14%	The COVID-19 vaccines can cause irregular menstrual cycles and pain for women
12%	The COVID-19 vaccines may not be safe for pregnant women or women who may get pregnant
12%	[Racial group] people face discrimination from medical professionals which makes it hard to trust that the COVID-19 vaccines are safe and effective for me and others from my community.
9%	Because of the nation's unethical medical research on Native Americans and exploitation of tribal communities by the federal government, we cannot trust the COVID-19 vaccine to be safe for our community.
7%	Signing up for the COVID-19 vaccine could complicate your immigration status with the government